MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2022/2023

BEP3014– ENTERPRISE SYSTEMS PLANNING AND MANAGEMENT

(All Sections/Groups)

5 JULY 2023
2.30 p.m – 4.30 p.m
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of 2 pages (excluding cover page) with **4** Questions only.

2. Attempt **ALL** questions. All questions carry equal marks and the distribution of the marks for each question is given.

3. Please write all your answers in the **Answer Booklet** provided.

Structured Questions (100 Marks)

QUESTION 1

(a) *Systems thinking* is a way of making sense of the world's complexity by looking at it in terms of wholes and relationships rather than splitting it into parts. It has been used to explore and develop effective action in complex contexts, enabling systems change.

Applying systems thinking, discuss how electric vehicles and global warming affect each other.

(12 marks)

(b) Samsung Electronics is the world's largest manufacturer of mobile phones and smartphones, starting with the original Samsung Solstice and, later, the popularity of its Samsung Galaxy line of devices. The company is also a major vendor of tablet computers, particularly its Android-powered Samsung Galaxy Tab collection. It is regarded for developing the phablet market with the Samsung Galaxy Note's family of devices.

Discuss the competitiveness of Samsung Electronics' smartphone industry using Porter's five forces as a framework.

(13 marks)

QUESTION 2

Suppose you are working as a Chief Technology Officer in Lazada.

(a) Explain the data and process flow within a customer's purchasing experience in an e-commerce application like Lazada.

(15 marks)

(b) Business automation uses technology applications that perform repetitive tasks, freeing up employees for higher-value work. Discuss **FIVE (5)** ways how automation supports activities in an e-commerce application.

(10 marks)

Continued....

QUESTION 3

(a) Describe the characteristics and frequency of occurrence of a Transaction Processing System. Provide **FOUR (4)** examples of a Transaction Processing System.

(10 marks)

(b) Discuss the Software, Hardware, Data, Procedures, and People components of an ERP System.

(15 marks)

QUESTION 4

(a) Explain how Predictive Analytics is used in:

i. Netflix

(5 marks)

ii. Lazada

(5 marks)

(b) Discuss **THREE (3)** ways ChatGPT support organizational activities.

(15 marks)

End of Page.